

**Benton County**  
**Quit Line Data Summary**  
January 1 - March 31, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 73</b>	<b>N = 4,096</b>
<b>Percent of Statewide Calls</b>	2.1%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	2.4%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 73</b>	<b>N = 3,737</b>
Female	71.2%	61.7%
Male	28.8%	38.3%
<b>Race/Ethnicity</b>	<b>N = 61</b>	<b>N = 3,032</b>
People of Color	11.5%	12.8%
White	88.5%	87.2%
<b>Age</b>	<b>N = 65</b>	<b>N = 3,176</b>
Less than 18 years old	1.5%	2.3%
18 - 24 years old	15.4%	16.2%
25 - 34 years old	24.6%	23.2%
35 - 44 years old	30.8%	27.0%
45 years and older	27.7%	31.4%
<b>Education</b>	<b>N = 65</b>	<b>N = 3,209</b>
Did not graduate high school	15.4%	19.8%
High school graduate	35.4%	33.3%
Some college/vocational school	43.1%	36.9%
College graduate	6.2%	10.0%
<b>Caller Type</b>	<b>N = 70</b>	<b>N = 3,483</b>
General Information	8.6%	10.6%
Health care provider	4.3%	3.4%
Tobacco user	87.1%	86.1%
<b>Payer Type</b>	<b>N = 45</b>	<b>N = 2,167</b>
Insured	37.8%	40.2%
Uninsured	22.2%	25.1%
Medicaid	40.0%	34.7%
<b>Heard About</b>	<b>N = 67</b>	<b>N = 3,110</b>
Past caller	7.5%	12.9%
Employer/worksites	0.0%	1.4%
Health care provider	13.4%	17.0%
Television	38.8%	23.9%
Outdoor advertisement (billboard/bus/wall)	1.5%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	4.5%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	3.0%	1.7%
Brochure/Newsletter	3.0%	5.2%
Family or friend	22.4%	21.5%
Health Department	6.0%	3.0%
School	0.0%	0.9%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.